AMENDMENT TO THE CLAIMS

This listing of claims replaces all prior versions and listings of the claims.

1. (Currently Amended)   A method for presenting a show on an automated teller machine (ATM), said method comprising the steps of:

   providing access to a memory area containing a plurality of show elements;

   associating a subset of said plurality of show elements with a market category;

   in response to activation of said ATM by a user associated with said market category, ; selecting one or more show elements from said subset to form a playlist; and

   displaying said one or more show elements identified by said playlist to said user.

2. (Original) The method of claim 1, wherein said market category is defined by one or more traits.

3. (Original) The method of claim 2, wherein one of said traits is possession of an access card containing a predetermined string of alphanumeric characters.

4. (Original) The method of claim 2, wherein one of said traits is a user relationship.

5. (Original) The method of claim 2, wherein one of said traits is an ATM market class.

6. (Original) The method of claim 1, wherein said step of selecting one or more show elements comprises:

   retrieving a list of show elements from a profile.

7. (Original) The method of claim 6, wherein said profile comprises:

   an access card identifier; and a show element identifier.

8. (Original) The method of claim 6, wherein said profile comprises:

   an identifier for said user; and a show element identifier.

9. (Original) The method of claim 6, wherein said profile comprises:

   an identifier for said ATM; and a show element identifier.

10. (Original) The method of claim 1, further comprising:

ordering said playlist prior to said step of displaying said one or more show elements.

11. (Original) The method of claim 10, wherein said step of ordering said playlist comprises: retrieving a weight assigned to each of said one or more show elements.

12. (Original) The method of claim 1, wherein said plurality of show elements comprises at least one advertisement.

13. (Original) The method of claim 1, wherein said plurality of show elements comprises at least one public service announcement.

14. (Original) The method of claim 1, wherein said plurality of show elements comprises at least one news article.

15. (Original) The method of claim 1, further comprising:

providing a contact device that is responsive to an input from said user;

in response to said input, generating an electronic mail message containing information about said user; and

transmitting said electronic mail message.

16. (Original) The method of claim 1, further comprising:

providing a contact device that is responsive to an input from said user;

in response to said input, generating an electronic mail message; and

transmitting said electronic mail message to an address specified by said user.

17. (Original) The method of claim 1, further comprising: displaying a default set of show elements prior to activation of said ATM by said user.

18. (Original) The method of claim 17, wherein said default set of show elements is selected based on a market class for said ATM.

19. (Original) The method of claim 1, further comprising: processing a transaction request during said step of displaying said one or more show elements.

20. (Original) The method of claim 1, wherein at least one of said one or more show elements is displayed to said user while waiting for said user to respond to a prompt to enter a personal information number.

21. (Original) The method of claim 1, wherein at least one or more show elements is displayed to said user while waiting for said user to respond to a prompt to select a transaction mode.

22. (Original) The method of claim 1, wherein at least one or more show elements is displayed to said user while waiting for said user to respond to a prompt to select an account.

23. (Currently Amended)   The method of claim 1, wherein at least one or more show elements is displayed to said user while waiting for said user to respond to a prompt to retrieve a ~~dispersed~~ <u>disbursed</u> item.

24. (Original) The method of claim 1, wherein at least one or more show elements is displayed to said user while waiting for said user to respond to a prompt.

25. (Original) The method of claim 1, wherein said step of displaying said one or more show elements is carried out substantially simultaneously with at least one of the following:

        prompting said user to enter a personal identification number,

        prompting said user to select a transaction mode,

        prompting said user to select an account,

        processing a transaction request initiated by said user,

        displaying a transaction request result,

        dispensing an access card, and dispensing a receipt.

26. (Original) The method of claim 1, further comprising:

        prompting said user to enter a personal identification number;

        prompting said user to select a transaction mode;

        prompting said user to select an account;

        processing a transaction request initiated by said user;

        displaying a transaction request result;

        dispensing an access card; and

        dispensing a receipt.

27. (Original) The method of claim 1, further comprising:

retrieving a set of user preferences in response to said activation;

receiving input from said user, wherein said input consists of a personal identification number and a transaction mode entered by said user in response to instructions displayed on a single display screen; and

dispensing cash to said user.

28. (Original) A method of dispensing cash from an automated teller machine (ATM), said method comprising:

retrieving a set of user preferences from a memory area in response to an insertion of an access card into said ATM by a user;

receiving input from said user, wherein said input consists of a personal identification number and a transaction mode entered by said user in response to instructions displayed on a single display screen; and dispensing said cash to said user.

29. (Original) The method of claim 28, wherein said set of user preferences comprises: a language option; a fast cash amount; and a receipt print option.

30. (Original) A method of withdrawing cash from an automated teller machine (ATM) consisting of:

inserting an access card into said ATM;

providing a personal identification number and a transaction mode in response to a query consisting of a single display screen;

receiving said cash; and

retrieving said access card.

31. (Original) A method of withdrawing cash from an automated teller machine (ATM) consisting of:

inserting an access card into said ATM;

providing a personal identification number and a transaction mode in response to a query consisting of a single display screen;

receiving said cash;

retrieving said access card; and

receiving a receipt.

32. (Original) A method of obtaining a statement from an automated teller machine (ATM) consisting of:

inserting an access card into said ATM;

providing a personal identification number and a transaction mode in response to a query consisting of a single display screen;

receiving a printout from said ATM containing said statement; and

retrieving said card.

33. (Original) A method of conducting a transaction on an automated teller machine (ATM) comprising:

(a) displaying a show in response to activation of said automated teller machine (ATM) by a user; and

(b) performing at least one of the following substeps while carrying out step (a), wherein none of the substeps performed in step (b) are interrupted or delayed due to the performance of step (a);

(1) prompting said user to enter a personal identification number,

(2) prompting said user to select a transaction mode,

(3) prompting said user to select an account,

(4) processing a transaction request initiated by said user,

(5) displaying a transaction request result,

(6) dispensing an access card, and

(7) dispensing a receipt.

34. (Original) An apparatus for presenting a show on an automated teller machine (ATM), comprising

a memory area containing a plurality of show elements;

a processor that monitors activity on said ATM;

wherein said processor, in response to activation of said ATM by a user associated with a market category, retrieves one or more of said plurality of show elements from said memory area, and presents said show elements to said user.

35. (Original) The apparatus of claim 34, wherein said market category is defined by one or more traits.

36. (Original) The apparatus of claim 35, wherein one of said traits is possession of an access card containing a predetermined string of alphanumeric characters.

37. (Currently amended)   The apparatus of claim 35, wherein one of said traits is a user relationship.

38. (Original) The apparatus of claim 35, wherein one of said traits is an ATM market class.

39. (Original) An apparatus for transmitting advertisements to an automated teller machine (ATM), comprising:

a first memory area containing a plurality of advertisements;

a second memory area containing a link that associates one or more of said plurality of advertisements with a user; and

a processor, responsive to activation of said ATM by said user, that retrieves one or more of said plurality of advertisements from said first memory area based on said link, and transmits said one or more advertisements to said ATM.